

REMARKS/ARGUMENTS

The claims are 1, 3, 5, 6, 8, 10, 12 and 13. Claims 1 and 8 have been amended, inter alia, to recite "at least two spaced apart members" and "an inclined" portion referring to the rearward and intermediate portions. In addition, more functional language has been incorporated to define how the base of the merchandise unit "rides on" the members and how a travel path is defined in the channel that is unobstructed between the rearward and forward portions. In addition, claims 2, 4, 7, 9, 11 and 14 have been canceled, and claims 3, 5, 10 and 12 have been amended to improve their form or to remove redundancies. Reconsideration of the claims is expressly requested.

The specification has been amended to update the status of the patent applications recited in the Cross-Reference to Related Applications. No new matter has been entered by this amendment.

Applicant wishes to thank the Examiner for the courtesy of an interview on November 4, 2004, the substance of which is recorded in the Examiner's Interview Summary Record and herein.

Interview
Record OK
12/2/04
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